To: MacWilliams, Lori
From: 1610 - Buffalo ROU (BRZEZIE)
Posted: 1/13/98 15:36
Opened: 1/14/98 8:56
Subject: FWRD: RE: IMMEDIATE RESPONSE REQUIRED

========== <Forwarded Letter> ==========
From: Schwalm, S
To: 1610
Subject: RE: IMMEDIATE RESPONSE REQUIRED
Posted: 01/13/98 10:53
Priority: Normal Priority

Dear Lori,

Regarding the DPC program, it was my understanding that we were going to leave as is and not expend any time making changes to this program per Bill. Therefore I have not contacted or had the DA's contact these accounts. We (myself & the DA's) continually update this list as we have refusals, credit problems, additions etc., personally I feel that the potential new accounts are minimal as the numbers have been reduced dramatically from the initial sign up period a year or two ago. The temporary display seems to work out well for these accounts as they usually set up the display until the product has been sold, if we were to utilize a permanent display with payment we would need someone to monitor this either RJR or the direct accounts, I would have to assume that it would be the directs and in a lot of cases these low volume accounts call in their orders with only a truck driver from the DA actually contacting the stores for the delivery and I don't think that the owners would want the drivers to monitor this as they are on tight schedules to make their deliveries. Competition does have some permanent displays in these locations, but they also have sales rep coverage as well.

Sincerely,

Sharon

1/14/98: 3 pgs VIA FAX

Sharon,

Passing along the attachments for your review. This is the presentation Tracy made in N. Falls.

Lori

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Source: https://www.industrydocuments.ucsf.edu/docs/hlyy0000

Fray Landers OUT TO ALL AT meeting 10/29 & 10/30

1998 BUFFALO REGION LOW VOLUME PLAN

BACKGROUND INFORMATION

There is a strong possibility that low volume calls will play a much greater role in a regulated environment as the retail universe changes. PM and BAT have already increased their coverage of these calls, especially in major metro areas. Nationally, these calls represent 20% of pack CIV. They represent 10% of total CIV in the Buffalo Region.

The Region presently ships approximately 1500 displays during each DPC promotion drive period. The majority of these displays were sold by RJR's sales force.

1998 OBJECTIVES

1. Further penetrate lower volume accounts (60-99 cpw) and commit resources in those calls where RJR can impact business.

2. Maintain current DPC program universe while adding new calls.

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Source: https://www.industrydocuments.ucsf.edu/docs/hlyy0000

STRATEGY

1. Sales Reps to contact identified 60-99 cpw calls presently not contacted by January 31, 1998 to evaluate opportunities.

   - Liquor stores
   - Metro areas should be top priority
   - Evaluate competitive presence and activity in account
   - Evaluate account willingness to work with RJR

   If opportunity exists:

   - Sell DPC
   - Sell PDI/POS
   - Sell temporary displays
   - Assign quarterly or monthly coverage
   - Update SIS per guidelines (see attachment)

2. Sales Reps/KAMs/AMs need to evaluate present DPC lists for accounts they contact and update SIS per guidelines by December 8, 1997 (see attachment).

3. DM's to evaluate potential of placing a Territory Rep in areas where low volume calls are numerous. Build into 1998 plan for RSM approval.

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Source: https://www.industrydocuments.ucsf.edu/docs/hlyy0000

MESSAGE CONFIRMATION

DATE:01/14/98 TIME:11:29

ID:BFLO RJR

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
01/14	11:27	01'12"	3156351171	G3-S	003	OK

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Source: https://www.industrydocuments.ucsf.edu/docs/hlyy0000